



**Position:** Director of Development and Marketing

**Name of Employee:**

**Department:** Development/Marketing

**Supervisor:** Executive Director

**Position Description:** The Director of Development and Marketing will promote the mission of Dunrovin and its stability primarily by increasing funding sources for programs and facilities and by increasing our number of guests and rental income.

**Job Expectations:** As a center for hospitality, the Dunrovin employee will offer a warm, courteous welcome to all. The employee will strive to communicate respectfully with staff members and all, maintaining an atmosphere of Christian peace. The Dunrovin employee will follow procedures and policies as outlined in the Dunrovin Employee Handbook, will maintain efficiency as much as possible, and will maintain an approved schedule of hours.

**Primary Objective/Specific Responsibilities:** Promote mission by development of funding sources for programs and facilities.

- Works with Executive Director and Board of Directors to set annual development goals needed to support operational costs of youth and adult programs and long-term capital investments
- Provides Executive Director and Board of Directors with quarterly key performance indicators (KPIs) to ensure progress toward development goals
- Creates and sustains a diversified funding base in support of Dunrovin programs
- Identifies, schedules, and coordinates contact meetings with benefactors, existing and potential, for Executive Director
- Researches and implements grant writing and reports for program and facilities
- Promotes public and media relations
- Coordinates and promotes successful fundraising events
- Writes and coordinates fundraising appeals
- Develops and implements a planned giving and estate gifts plan
- Reconnects and re-engages lapsed benefactors
- Cultivates supporters from Dunrovin's program alumni and rental guests
- Manages donor database
- Communicates thank you acknowledgements and other donor or guest correspondence
- Maintains up-to-date program marketing materials for fundraising and marketing purposes
- Develops and utilizes a volunteer team toward development goals

**Primary Objective/Specific Responsibilities:** Complete marketing tasks to promote growth of rental income

- Develops and implements guest marketing and cultivation plan
- Reconnects with lapsed rental groups
- Optimizes rental potential, including unused times and spaces
- Assist with search optimization on website
- Represents Dunrovin at outside events
- Updates marketing materials

**Primary Objective/Specific Responsibilities:** Promote unity as a staff team member

- Receives training as needed to perform needed tasks
- Meets with and is accountable to supervisor
- Attends and participates as part of the core team in office and staff meetings

**Job Requirements:** The Director of Development and Marketing will demonstrate excellent skills in strategic planning, organization, efficiency, communication, and initiative; is capable of exceptional writing in Dunrovin’s voice; is competent with computer and database skills; will facilitate courteous, Christ-like communication with staff, guests, and outside relationships; and will participate in and is respectful of Catholic Lasallian formation.

**Disclaimer:** This job description is intended to convey information essential to understanding the general nature and level of work performed by jobholders within this job. It is not intended to be an exhaustive list of qualifications or duties associated with the position, and the employee may be asked by supervisor to perform additional responsibilities.

Employee signature:	Date:
Supervisor signature:	Date: